

SUPERINTENDENT'S

# HOPE NOTE



## Condition for Innovation Spotlight:

### Culture

Values, norms, and practices that support effective, sustainable, and equitable innovation and learning.



## Our Core Values in Action: Inspiring, Innovating, and Building Community

Our core values were established in 2016. I was in the room and remember the deep conviction behind the words we crafted—words that defined who we must be as a district to serve our learners, our community, and one another as members of the STSD team. Each year, we reflect on these values, asking: Are they still relevant? Do we still believe in them? Since 2016, the answer has remained a resounding “yes.”

As we reaffirm our mission to educate and inspire every learner, let's challenge ourselves by considering these questions:

- **Culture of trust:** Do we trust each other to fulfill our commitments, execute our roles effectively, make thoughtful decisions, and do what is right for all learners above all else?
- **Culture of learning & innovation:** Do we authentically celebrate saying ‘what if,’ digging into evidence, trying out bold improvements, and openly sharing successes and failures?
- **Culture of inclusion and healing across lines of difference:** Do we relate with each other in ways that cultivate authentic inclusion, healing, and shared power across diverse groups within our community?

Click to view our district [Strategic Plan](#)  
and visit our website at  
[www.hannasd.org](http://www.hannasd.org)

## Culture is Everyone's Responsibility

**Denise Lee Yohn** is a brand leadership expert, keynote speaker, and author known for her work in brand-building, organizational culture, and customer experience. She has written several books, including *What Great Brands Do* and *Fusion: How Integrating Brand and Culture Powers the World's Greatest Companies*. Yohn is a regular contributor to the *Harvard Business Review*, where she writes articles on brand leadership and organizational culture.

In this [keynote clip](#), Yohn highlights the shifting responsibility for organizational culture, stressing that a shared commitment to fostering a healthy culture across all staff members is crucial for organizations to remain relevant and innovative. Leaders cannot drive cultural change on their own; it requires collective effort.

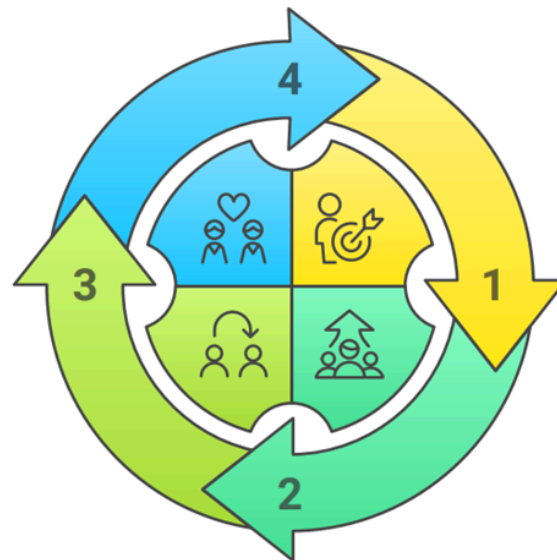
### Cycle of Empowering Organizational Culture

#### Uphold Values and Behaviors

Collective effort to maintain organizational standards.

#### Foster Responsibility

Cultivate a shared sense of responsibility.



#### Establish Vision and Values

Leaders define the core vision and values.

#### Empower Employees

Leaders encourage employee ownership and initiative.

"By questioning all aspects of our business, we continuously inject improvement and innovation into our culture" - Michael Dell, Founder of Dell of Technologies

**Nominations Needed:** Please email [twillis@hannasd.org](mailto:twillis@hannasd.org) to nominate a team member for Piece of the Puzzle. Each month we recognize staff who have been nominated by their fellow team mates. Can't wait to hear from you!



### Piece of the Puzzle

Please join me in recognizing Brandy Brandt as this month's "Piece of the Puzzle." As the head of the Social Studies department, Brandy has helped to build a supportive and cohesive team environment. She exemplifies a nurturing leadership style, providing care, compassion, and guidance while maintaining high expectations for both herself and her team. As a member of the leadership team, Brandy has led numerous student-centered initiatives and consistently offers valuable support and guidance to the administrative team. Thank you, Brandy, for all that you do!